

Course title: Marketing

Content (Syllabus outline)

1. Introduction to Marketing
2. Situation Analysis
3. Marketing Objectives and Marketing Strategies
4. Marketing Mix
5. Special marketing topics
6. Legal Aspects of Marketing

Objectives and competences

Objectives

Student:

- Learn the language of marketing (that is, terms, concepts, frameworks and tools) used by practicing marketing managers.
- Gain the knowledge on, and application of basic marketing concepts: market, exchange process, benefits, prices, participants in exchange processes, product, satisfaction etc.
- Gain the knowledge on special marketing topics.

Competences

- Ability of team-work;
- Ability of holistic thinking;
- Ability to understand the importance of marketing in a society and its organizations (e.g. companies, non-profit organizations etc.);
- Ability of flexible application of knowledge in practice;
- Ability of understanding the differences in phenomena, and searching for their common dimensions;
- Understanding different marketing aspects (marketing skills, process of marketing, marketing mix, market orientation, organization of marketing, marketing science);
- Ability to solve particular marketing situations applying scientific methods and procedures;
- Ability for analysing, and diagnosing, planning, implementing, and controlling strategic, and tactical-operational marketing decisions.

Readings

- Kodrin, Lidija. (2012): Trženje. Ljubljana: Visoka šola za poslovne vede (v pripravi);
- Kotler, Philip in Armstrong, Gary. (2011): Marketing: An Introduction. Boston: Pearson;
- Kotler, Philip in Keller, Kevin. (2009): Marketing Management. Upper Saddle River (New Jersey): Pearson: Prentice Hall;
- Kodrin, Lidija. (2008): Trženje storitev. Celje: Fakulteta za komercialne in poslovne vede.

Course title: Finance

Content (Syllabus outline)

1. Meaning of finance for a company and purpose of a financial function in a company.
2. Financial markets and institutions.
3. Financial products on financial markets which companies use for their financing.
4. Risk and profitability.
5. Time value of money.
6. Short term and long term financial planning. Short term and long term corporate debt.
7. Estimation of cash flows at long term investments.
8. Investment decisions.
Estimation of creditworthiness of a company.

Objectives and competences

Objectives

Students shall be recognized with basic knowledge in the area of corporate finance, which will be helpful for students at understanding financial function in a company and at planning and accomplishing of enterprise ideas.

General (generic) competences

- Communicating with experts from different business functions.
- Understanding relations in a company, between a company and its business and social surroundings – systemic view and socially responsible performance.

Subject specific competences

- Ability to communicate with internal and external public. Domestic and international.
- Ability to work in team.
- Preparing and leading projects.
- Collaboration work in multidisciplinary project teams.
- Ability of innovative activity.

Readings

- Krajnović, E., Košak, M., Groznik P.(2004): Osnove poslovnih financ. Ljubljana: Ekonomska fakulteta.
- Berk Skok A., Lončarski I., Zajc P.(2007): Poslovne finance. Ljubljana: Ekonomska fakulteta.
- Damodaran Aswath: Corporate finance: theory and practice. Second edition. New York: John Wiley & Sons, 2001.
- Ehrhardt, Michael C., Brigham, Eugene F.(2011): Corporate finance: a focused approach. Third edition. Mason: South-Western.

Course title: ADMINISTRATIVE LAW

Content (Syllabus outline)

- Constitutional sources of administrative law.
- Legal sources of administrative law.
- Concept and types of administrative acts.
- Legal binding of administration.
- Dskrecion of administration.
- Consequences of illegality of administration acts and dicisions.
- Basic institutes and principles of administrative procedure.
- Remedies.

Objectives and competences

General aimes of the subject:

- students distiguish between basic institutes of administrative law;
- students are capable to solve issues associated with the creaction and use of administration norms;
- students are competent to identify the issues that are important for legal and legitimate work of administratin;
- students know and understand the administrative procedures;
- students know and understand the remedies

Subject – specific competencies:

- students can express their professional opinions in the field of administrative law;
- students are capable to use their knowledge in the field of administration law;
- students are capable to use their knowledge and are able to solve problems associated with creation and use of administration norms;
- students are competent to crete adminsitration act;
- students are capable to use basic institutes of administartive procedures;
- students are competent to solve simple administrative matters and formulate the administartive order;
- students are capable to use remedies

Readings

- ČEBULJ, Janez, STRMECKI, Mik. Upravno pravo. Ponatis. Fakulteta za upravo, Ljubljana, 2006.
- Čebulj, Janez. Upravno pravo – teme predavanj (študijsko gradivo). Fakulteta za državne in evropske študije, Kranj, 2009.
- Jerovšek, Tone, Kovač, Polonca. Upravni postopek in upravni spor. Fakulteta za upravo, Ljubljana, 2010.Založba Pasadena, 2011

SUBJECT: Professional development I – part 2

Content (Syllabus outline)

1. (Self)observation, (self)evaluation and reflection and maintaining a portfolio.
2. Collaborative, experiential and problem-based learning.
3. Styles of perception, learning, thinking, handling and accepting information.
4. Learning and work motivation.
5. Business communication, interview technique.
6. Team work and roles in a team.
7. Statistical methods of observation and presentation of mass phenomena in the field of analysis of business: process, event and system.
8. Problem solving.

Objectives and competences

Objectives

Students:

- are acquainted with the significance of observation, experiential, problem-based and collaborative learning, multi-sensorial perception, learning and thinking, as well as life-long learning;
- analyse their own work/learning motivation and style of accepting/processing information;
- formulate a simple personal plan of professional development in accordance with their personal vision of professional role and in accordance with their own professional expectations;
- are acquainted with the principles of evaluation and personal reflection;
- monitor and plan their professional progress while maintaining a portfolio.

General competences

- the understanding of the rules and principles of different forms of learning and motivation and the ability to apply the acquired knowledge;
- business and communication skills.

Subject-specific competences:

- the ability of critical evaluation and reflection of practical training;
- the ability of collaborative learning and team work;
- the ability of (self)observation, monitoring and planning of personal professional development while maintaining a portfolio.

Readings

- Lipičnik, B. (1996). Reševanje problemov namesto reševanja konfliktov. Ljubljana: zavod RS za šolstvo.
- Peklaj, C. (2001). Sodelovalno učenje ali kdaj več glav več ve. Ljubljana: Državna založba Slovenije, (izbor: 1-52).

- Polak, A. (2007 in 2009). Timsko delo v vzgoji in izobraževanju. 1. in 2. izd. Ljubljana: Modrijan, (izbor: 1- 41).

SUBJECT: Practical Training I – part 2

Content (Syllabus outline)

1. Business system: functions, organisation, operation, management and legal framework
2. Basic methods of »case study« and its application in familiarisation with business systems within the excursions
3. Organisation of team work in the excursion
4. Methods of analysis and reporting: the Deming cycle, ABC

Basic knowledge for the application of extended computer tools in the

Objectives and competences

Objectives

Competences

Students are capable of:

- using modern technologies for recording and reporting on characteristics of operation and organisation of business systems
- studying management processes in the light of the steps of the Deming cycle: plan, do, check, act

Subject-specific competences:

Students

- prepare, implement and present the record of a trade event by applying modern technologies and presentation methods;
- observe, record and report on the main characteristic of observed events and implement a case study on the basis of the steps of the Deming cycle;
- organise work in smaller groups according to the principles of project and team work;
- organise social networking within the excursions for the purpose of case studies and group and project work.

Readings

- Tiskana in elektronska gradiva za posamezna tematska področja (e-gradiva),
- tiskana in elektronska gradiva s predstavitvijo institucij ki bodo omogočali študijske obiske (e-gradiva),
- gradiva se bodo posodabljala, dopolnjevala, pretežno v e-učilnicah.